

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,
Combining (including stitching) of multiple media objects, or
Enhancing the image by changing its contrast or saturation values.

3. (Twice Amended) The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

4. (Twice Amended) The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by browsing and selecting files.

5. (Twice Amended) The methods of claim 15 or 2 wherein more than one media object is associated or processed simultaneously

6. (Twice Amended) The methods of claim 15 or 2 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

8. (Amended) The method of claim 15 wherein the pre-processing includes reducing the size of the media object.

9. (Amended) The method of claim 15 wherein the pre-processing includes modifying the format of the media object.

10. (Amended) The method of claim 15 wherein the media object identifier allows display of the media object in context on the web page.

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13. (Amended) The method of claim 15 wherein the media object is a digital image.

Please add the following new claims.

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15. (New) A method comprising the steps of:
accessing at least one media object identifier, the media object identifier being embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects;
associating a media object with the media object identifier;
in response to the associating step, automatically pre-processing the media object for the requirements of the third-party web site, the pre-processing being done without additional user input; and
associating the pre-processed media object with a web page of the third-party web site.

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16. (New) A method comprising the steps of:
accessing a web site containing a media object identifier, the media object identifier including a graphical user interface for acquiring media objects;
associating a media object with the media object identifier; and
in response to the associating step, automatically pre-processing the media object for the requirements of a web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without additional user input; and
associating the pre-processed media object with a web page of the web site.

17. (New) The method of claim 16 wherein the pre-processing further includes one of the following steps:

Compressing the media object for purposes of transportation,

Changing the file format of the media object,
Changing the aspect ratio or otherwise cropping the media object,
Adding text or other annotation to the media object,
Encoding or otherwise converting the media object,
Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,
Combining (including stitching) of multiple media objects, or
Enhancing the image by changing its contrast or saturation values.

18. (New) The method of claim 16 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

19. (New) The method of claim 16 wherein the media object is associated with the media object identifier by browsing and selecting files.

20. (New) The method of claim 16 wherein more than one media object is associated or processed simultaneously.

21. (New) The method of claim 16 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

22. (New) The method of claim 16 wherein the media object identifier allows display of the media object in context on the web page.

23. (New) The method of claim 16 wherein the media object identifier is embedded in the web site.

24. (New) The method of claim 16 wherein the media object is a digital image.

~~25. (New) Software comprising:~~

~~a media object identifier configured such that it can be embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects, the media object identifier configured to allow the association of a media object with the media object identifier; the media object identifier configured, in response to an association of a media object with the media object identifier, to automatically pre-process the media object for the requirements of the third-party web site, the pre-processing being done without additional user input.~~

~~26. (New) The software of claim 25 wherein the pre-processing includes one of the following steps:~~

~~Reducing the file size of the media object,~~

~~Compressing the media object for purposes of transportation,~~

~~Changing the file format of the media object,~~

~~Changing the aspect ratio or otherwise cropping the media object,~~

~~Adding text or other annotation to the media object,~~

~~Encoding or otherwise converting the media object,~~

~~Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,~~

~~Changing the orientation or otherwise rotating the media object,~~

~~Combining (including stitching) of multiple media objects, or~~

~~Enhancing the image by changing its contrast or saturation values.~~

~~27. (New) The software of claim 25 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions~~

~~28. (New) The software of claim 25 wherein the pre-processing includes reducing the size of the media object.~~

~~29. (New) The software of claim 25 wherein the pre-processing includes modifying the format of the media object.~~

~~30. (New) The software of claim 25 wherein the media object is a digital image.~~

~~31. (New) Software comprising:~~

~~a media object identifier on a web site, the media object identifier including a graphical user interface for acquiring media objects, the media object identifier configured to allow the association of a media object with the media object identifier; the media object identifier configured, in response to an association of a media object with the media object identifier, to automatically pre-process the media object for the requirements of the web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without additional user input.~~

~~32. (New) The software of claim 31 wherein the pre-processing further includes one of the following steps:~~

~~Compressing the media object for purposes of transportation,~~

~~Changing the file format of the media object,~~

~~Changing the aspect ratio or otherwise cropping the media object,~~

~~Adding text or other annotation to the media object,~~

~~Encoding or otherwise converting the media object,~~

~~Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,~~

~~Changing the orientation or otherwise rotating the media object,~~

Combining (including stitching) of multiple media objects, or
Enhancing the image by changing its contrast or saturation values.

33. (New) The software of claim 31 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

34. (New) The software of claim 31 wherein the media object identifier is embedded in the web site.

35. (New) The software of claim 31 wherein the media object is a digital image.

36. (New) The method of claim 15, wherein the media object identifier is configurable to control the pre-processing.

37. (New) The method of claim 36, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

38. (New) The method of claim 15, wherein requirements relate to presentation requirements of the third party web site.

39. (New) The method of claim 16, wherein the media object identifier is configurable to control the pre-processing.

40. (New) The method of claim 39, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

41. (New) The method of claim 16, wherein requirements relate to presentation requirements of the web site.

42. (New) The software of claim 25, wherein the media object identifier is configurable to control the pre-processing.

43. (New) The software of claim 42, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

44. (New) The software of claim 25, wherein requirements relate to presentation requirements of the third party web site.

45. (New) The software of claim 31 which the media object identifier is configurable to control the pre-processing.

46. (New) The software of claim 45, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

47. (New) The software of claim 31, wherein requirements relate to presentation requirements of the website.